



Society

By MELLIFICIA. Monday, March 9, 1914.

WINTER travelers are returning from some very interesting trips. Mr. and Mrs. Charles Martin, who have been spending a few weeks in Jamaica, and also visited Colon and Panama, returned home yesterday. While in Jamaica they took a most interesting motor trip of 250 miles and were fortunate enough to have an American chauffeur, nearly all of the drivers being natives and not as careful drivers. The roads of the island are dangerously narrow and the turns so short and abrupt that an automobile cannot make the turns without stopping and backing one or more times. The verdure and beauty of the tropical plants makes the trip worth while to sightseers and lovers of nature.

Not a few Omaha people object to paying from 20 to 30 cents a gallon for gasoline; in Jamaica it is 56 cents a gallon.

Mr. Martin took forty dozen pictures while in the tropics and will have stereoscopic slides made of most of these, and their friends are anticipating seeing these.

While in Panama Mr. and Mrs. Martin met the Omaha party who have been visiting the canal zone. Among these were Mr. Frank Burkley, Miss Burkley, Miss Mary Burkley, Mr. and Mrs. John A. McShane, Mr. and Mrs. O. C. Redick, Mrs. Ben Gallagher, Mr. Paul Gallagher and Mr. Ben Gallagher. Some of the party stopped in New York and others are expected home tomorrow morning.

Nearly all of the travelers in the southern climates complain of the intense heat, both in the canal zone, Jamaica and also from the other side of the continent, for it has been unusually warm this winter in Honolulu also.

Current Topics.

Mrs. Edgar Allen will give a talk on the Lincoln Highway before the current topics department of the Woman's club,

which meets Tuesday at 2:35. Mrs. Mary B. Newton will talk on the recent volcanic action in Japan. There will be a review of the achievements in wireless

telegraphy of John Hayes Hammond. Preceding the program parliamentary practice on "Officers and Their Duties" will be conducted by Mrs. Edward Johnson and a business session will be held. It will be decided when to have the mothers' and daughters' Kensington.

Studio Tea.

Mrs. John M. Macfarland and Mrs. Latham Davis, who are having a series of musicales Sunday afternoons at the garage studio at the Davis home, had a delightful program this week. A string quartet gave several numbers, the quart including Miss Helen Millard and Mr. Wallace Loman, violinists; Miss Eloise West, viola, and Mr. Herbert Rogers, cellist. Little Miss Gertrude Thiem, accompanied by Mrs. Thiem, gave violin numbers and Miss Hazel Evans, accompanied by Miss Cora Evans, gave vocal numbers. About forty guests attended.

Consul Visits Here.

An interesting guest from Denver Friday and Saturday was Dr. Schwegel, consul of Austria-Hungary to the Rocky mountains states. While enroute to Washington and New York, Dr. Schwegel stopped to visit Omaha friends and was entertained by Colonel and Mrs. S. E. Curtis and Miss Lynn Curtis. The Austrian consul when serving at his first consular post at Chicago had Nebraska in his district. Since then he has been consul for Austria-Hungary at Pittsburgh, Montreal, Winnipeg, Switzerland, South Africa, Turkey and other places before taking charge of the Rocky mountain consulate at Denver.

At the Brandeis.

Among those who will entertain small parties at the Brandeis during the engagement of Otis Skinner in "Kismet" are J. F. Bernstein, W. J. Connell, L. C. Flynn, C. F. Junod, Charles Kirchbraun, R. Olson, Jennie M. Phelps, Forrest Richardson, George Redick, D. Rosen-

stock, W. E. Stillman, C. B. Thummel, H. A. Wiggensham of Ashland, Otto Fohl of Fremont, Paul Colson of Fremont, and F. Walters.

Farewell Party.

About forty of the young people of Hancock Park church gave a pleasant surprise at the home of Mr. and Mrs. G. M. Barnes Thursday evening in honor of Mr. George Barnum, who leaves this week for the west. Spring flowers decorated the rooms and the evening was delightfully spent in playing progressive games. Mr. Charles Lange sang two selections and Mr. Cecil Berryman gave two piano numbers. At the close of the evening refreshments were served.

Entertains Club.

Mrs. J. W. Skoglund entertained the 50 club Saturday evening. Mrs. Van Housen and Mrs. Williams won the prizes. Those present were: Mr. and Mrs. C. H. Williams, Mr. and Mrs. T. C. Storm, Mr. and Mrs. H. L. Manning, Mr. and Mrs. Eben Marks, Mr. and Mrs. J. Baker, Mr. and Mrs. Wilbur Fulton, Mr. and Mrs. J. E. Plunkerg, Mr. and Mrs. E. W. Van Housen, Mrs. Ida Dresson, Mr. E. Bowman.

For Milwaukee Guest.

Mr. and Mrs. A. G. Weinstein entertained at dinner Sunday evening in honor of Rev. Canton L. Cohen of Milwaukee, Wis., from the Beth Israel congregation. He has been spending the week end in Omaha. Those present were:

- Mr. and Mrs. H. H. Weinstein.
- Mr. and Mrs. A. Weinstein.
- Mr. and Mrs. J. Weinstein.
- Mr. and Mrs. E. Cohen.
- Mr. and Mrs. J. Greenberg.
- Mr. and Mrs. J. Homenek.
- Dr. and Mrs. H. H. Chudek.
- Rev. J. Cohen.
- Misses—
- Esther Greenberg.
- Rose Burnstein.
- Nears.
- Eli Ruben.
- Abrahamovsky.
- Abel Weinstein.
- Rev. J. Cohen.
- A. Minsky.

For the Future.

Miss Anna Johnson will entertain at her home Tuesday evening. Twelve guests will be present.

In and Out of the Bee Hive.

Miss Holland, who has been spending a few weeks in New York, will return Wednesday.

Mr. and Mrs. H. T. Cooper of White-wood, S. D., are guests of Mr. and Mrs. George Pray.

Mr. and Mrs. N. P. Dodge, who have been spending the winter in California, are expected home the first of April.

Dr. and Mrs. Harold Gifford and daughter, Ann, have returned from a vacation spent on the California coast and in Honolulu.

Mr. Wilson B. Heller, senior at Columbia, University of Missouri, spent the week-end with his parents, Mr. and Mrs. W. S. Heller.

Mrs. Ed Lang has returned home from Savannah, Ga., where she has been spending two months with her mother, Mrs. H. A. Well.

Mrs. Joseph Manning Steiner of Denver, who was formerly Miss Lillian Shears of this city, is expected to arrive this morning to visit her mother, Mrs. Stuart P. Shears. She will be accompanied by her little daughter, Alice.

Mr. George A. Hoesel, Mrs. J. E. Summers and Master Stuart Summers, who have been visiting Captain and Mrs. David A. Stone in Honolulu, have arrived in California to spend a few weeks before returning home.

MISPRINT ON POSTAL CARD CAUSES MERRIMENT

Postcards sent out by the Commercial club to members contain a typographical error which has caused much merriment in downtown offices. Over the signature of John L. McCague, chairman of the executive committee, it is stated that the Auditorium may be bought for \$200,000 and finished for \$50,000.

Fashion Hint



By LA RAONTEUSE.

This season the tunics and drapery seem simple. They are what they seem, but an inch more or less of fullness, or fullness wrongly placed, will ruin the most charming model. Take for example this simple evening frock of "Bolsa-de-Rosa" muslin velvet. The bodice in the new shape called "peplum" makes in front two points, finishing over the shoulders and showing a piece of "blonde" silk muslin around the décolletage.

The small sleeves and the under-arms are of the same material. A draped mesh of velvet is trimmed with three beaded bands at the middle front, and holds an excessively full and regular flounce, laid over a band of embroidered silk muslin and falling over another cut-away flounce. The skirt is simply drawn up at the center front.

You may order by mail from this advertisement. We prepay Parcel Post charges.

Brandeis Stores

Waists Women's white and colored spring waists in various styles. Worth up to \$1, at 40c.

Women's Spring Apparel at Moderate Cost

Our basement ready-to-wear department specializes in stylish looking, thoroughly dependable garments for women at extremely moderate prices. Our great outlet for this class of apparel enables us to offer better values than you can secure elsewhere.



Smart Spring Suits for \$8.98

We now have ready about 200 suits, just arrived, for spring wear. Ten different styles, both plain and fancy. Made of fine serges, crepes, worsteds and mixtures in the best spring colors. New short jackets with set-in sleeves—fancy skirts. Suits such as usually sell up to \$10, \$12.50 and \$15. Tuesday in basement at \$8.98

Women's Spring Coats at \$4.98

Dens of different styles, long and short coats, for women and misses. Moire, silk, plaid and check materials, serges and novelty cloths in all sizes and lengths. Garments worth \$7.50 to \$10.00, Tuesday in basement, at \$4.98.

Dresses Worth to \$5 for 1.69

Tuesday your choice of about 100 women's and misses' cloth dresses from various lots, including odds and ends of styles previously worth up to \$5. Good, practical up-to-date styles, in basement Tuesday at...

Sale of Tub Dresses

Worth \$2.50, \$3, \$1.39 \$3.50 and \$4 for... \$1.39

Extra special lot of women's washable dresses. Rayline, cotton foulards, figured percales, etc., in very dainty styles and choice colors. Dresses made to sell at \$2.50, \$3, \$2.50 and \$4 included in this lot. Priced in basement at \$1.39.

\$3 Petticoats at \$1.89

Silk messaline petticoats. Latest styles in black and new spring colors. Worth \$3, in basement, \$1.89.

50c Petticoats 25c

Plain cotton wash petticoats in blues and tans, with scalloped bottoms. Worth 50c. Tuesday in basement at 25c.

Dress Goods Specials for Tuesday

- 36-inch Pacific Mills 50c batiste, 29c.
- 36-inch Pacific Mills 50c serge, 29c.
- 42-inch French gabardine, worth \$1, at 79c.
- 50-inch whicpords, worth \$1.19, at 79c.
- 49-inch French wool taffeta, worth \$1, at 79c.
- 49-inch silk stripe crepes, worth \$1, at 69c.
- 49-inch all wool French crepes, worth \$1, at 79c.

Silks Worth to \$1.25, at Yard 79c

36-inch fancy striped dress silks; also 36-inch dress poplins. Beautiful 2 and 3-tone printed spool-proof foulards in the latest designs. Great lot including many worth to \$1.25. On main floor bargain square, yard... 79c

20c Hosiery for 10c

Women's mercerized fine finished hosiery with wide hem tops, double soles, high apiced heels and toes, 20c quality, but some slightly improved on sale at 10c.

50c Whicpords for 35c

36-inch whicpords in the newest spring shades, including tango, new blues, leather shades and staple colors, also cream and black. Regular 50c grade, in basement, at 35c.

50c Union Suits at 29c

Women's cotton union suits. Trimmed with turetop lace, neatly finished, with crocheted heading tops. Umbrella knee styles. Regular and extra sizes. 50c quality, 29c.

Irish Laces Worth to \$1, at 29c

Real hand made Dublin Irish lace edges and insertions. Widths up to 2 inches. Many to match. Worth up to \$1, special at 29c yd.

Women's \$2.50 and \$3 Shoes Pair \$1.65

Women's shoes in various button styles. Made of good grade dull calf and patent leathers, all of which formerly sold at \$2.50 and \$3.00. Specially priced for Tuesday in the basement \$1.65.



25c Fancy Pleating at 12 1/2c

Shadow lace, fancy net and chiffon pleatings in widths up to 4 inches. White, cream, ecru and black. 25c quality at yd., 12 1/2c.

Odds and ends of women's shoes and slippers. Many are slightly scuffed from handling. Big table full to be disposed of in basement, at pair... 25c

10c Handkerchiefs at 5c

Women's fancy handkerchiefs with embroidered corners, scalloped or val lace edges. Many are importers' samples. Regularly worth to 10c, Tuesday at 5c.

Children's Shoes

Boys' and girls' dull calf and kidkin leather shoes. Worth \$2.50 regularly. On sale in basement at \$1.00.

House Slippers

Women's strap style house slippers of soft kidkin, with turned soles. Worth \$1.50 and \$1.75, at pair \$1.00.

If you do not get "Art Craft Guild" picture molding, you do not get the best. We are exclusive agents for it in Omaha. We ask no more for it than ordinary framers do for ordinary frames.

The Great Wash Goods Sale Continues

Wonderful sale of spring wash goods which started in our basement Monday will continue the entire week. Thousands and thousands of yards of the choicest spring tub fabrics are offered at prices which allow substantial savings to women who take advantage of these values.

25c and 50c Wash Goods, Special at 10c

- Tusnah silks.
- Corried crepes.
- Silk stripe voiles.
- Mercerized poplin.
- White silk ratine.
- Printed grenadines.
- Fancy colored crepes.
- 49-inch imported ratine.
- 49-inch wide marquisettes.
- Woven tissues and madras.
- Mercerized mummy suiting.
- Fancy printed pongee silks.
- Linen suitings in various colors.
- 50c quality embroidered batistes.

Serpentine Crepes

Known as the best cotton crepe material that can be had for long or short kimonos. All new patterns are here. Regular price is 15c. Special for Tuesday's sale, basement, yard... 10c

Scrim and Etamine

Twenty-five attractive style waives, in heavy and medium weight, with printed border or hemstitched effects. Lengths 3 to 20 yards. Actually worth 25c, 35c and 50c in the usual way, on sale Tuesday at 10c, 15c and 25c.

Beautiful Wash Silks Worth 35c, at 15c

Included are 27 and 36-inch plain and jacquard silks in all the leading shades—the kind that makes up into beautiful, yet inexpensive gowns. It has soft texture, giving the graceful flowing lines to the new spring gowns. They are actual 35c quality. Several thousand yards on big bargain square in basement, at...

36-in. Muslin and Cambric, Yard 3 1/2c

Desirable lengths of bleached muslin and cambric; also twilled muslin. Specially priced in basement at, yd., 3 1/2c

45c Linen, 25c

Yard wide pure flax Irish dress linen in white and the new spring shades. Regular 45c quality, in basement, at 25c.

Flaxons 15c

New printed flaxons in pretty rosebud, stripe, check and floral effects on white or tinted grounds, 28 inches wide, yard 15c.

Long Kid Gloves—12 and 16-button lengths in black and various colors. Odd lots and broken size and color range to be closed out. About 450 pairs all previously worth four or five times this Tuesday price, pair... 39c

Every Woman in Omaha and Vicinity Will Want to See

Our Great Semi-Annual Display and Sale of Laces Embroideries, Dress Trimmings and Silks

On 4th Floor Tuesday, March 10 to Friday, March 13 Inclusive Take NEW Elevators

On account of delay in delivery, one of the largest shipments was not received in time for display Monday, but will be shown Tuesday.

No effort or expense has been spared to make this the crowning effort—more far-reaching in point of varieties shown—more interesting to all—more beautiful than any display of the kind ever attempted in this or any other western city.

We Extend to All a Most Cordial Invitation to View

This Display of the World's Choicest Productions

In no store in the land will you find more varied assortments, more beautiful fabrics or more pleasing pricings. We have gathered them from the uttermost parts of the earth for your approval and selection. Don't fail to see them Tuesday, Wednesday, Thursday, Friday, March 10 to 13, meet your modiste here. Bring your friends with you.

May We Have the Pleasure of Your Presence

No Cards Issued HAYDEN BROS. No Cards Issued

BUSINESS OPPORTUNITIES

These ads will start you on the road to wealth

These Are the Stores

THESE ARE THE STORES selected to handle Mme. Ise'bells' world's famous toilet preparations in this city. These stores are qualified by their convenient locations, modern equipment and facilities to serve satisfactorily and well the ladies of Omaha who are interested in the preservation of personal beauty. These stores are operated under progressive merchandising policies. Their stocks are well assorted in every line and you can purchase anything you desire in toilet goods at any one of them. They handle not only Mme. Ise'bells' toilet preparations, but anything else you may require in the line of toilet goods. At these stores you can purchase just what you desire without quibbling and without any endeavor to sell some substitute.

- MADAME ISE'BELL'S EXQUISITE FACE POWDER—Softens and improves the skin while beautifying it. Blends perfectly with the natural tone of the complexion. Comes in three shades, Naturelle, Brunette and White. Price 50c.
- MADAME ISE'BELL'S NATURAL BLUSH ROGUE—Gives a natural tint to pale cheeks and lips. Price, 50c.
- MADAME ISE'BELL'S ROSE BLUSH STICK ROGUE—A splendid rouge in a convenient form. Is healthful and soothing. Price, 25c
- MADAME ISE'BELL'S LILAC HAND WHITENER—A few drops applied after washing makes hands soft and white and prevents chapping. Price, 25c.

- MADAME ISE'BELL'S SKIN FOOD AND WRINKLE PASTE—Ideal for massage, feeding and nourishing the skin, filling out the obliterating wrinkles. Two sizes, 50c and \$1.00.
- MADAME ISE'BELL'S FLESH WORM ERADICATOR—Cleanses the pores of blackheads, pimples and other blemishes. Has a bleaching and healing effect. Price, \$1.
- MADAME ISE'BELL'S TURKISH BATH OIL—Keeps the skin smooth, clear and healthy. The right thing to use after automobileing, rolling and other outdoor sport. Two sizes, 50c and \$1.
- MADAME ISE'BELL'S D. C. DEPILRATORY POWDER—Removes superfluous hair without pain or injury. Price, \$1.00.

Every Woman Can Have a Good Complexion

ALL of the above preparations are made after Madame Ise'bell's celebrated formulas and are guaranteed to contain only the highest grade ingredients and to be chemically pure. For nearly half a century the popular stare favorites have depended upon these famous preparations to remove and prevent ill effects of stage "make up" and to withstand constant traveling's wear and tear on beauty. Madame Ise'bell has thousands of unsolicited testimonials signed with such noted names as

- Lillian Nordica
- Maude Lillian Berri
- Anna Held
- Marcella Sembrich
- Zelle de Lussan
- Cissie Loftus
- Blanche Bates
- Maxine Elliott
- Trixie Friganza
- Jane Oaker
- Isabel Rush
- Effie Shannon

These famous women have made a study of beauty and health. None knows better how to preserve and emphasize the advantages of a clear skin and a good complexion. You can buy Mme. Ise'bells' preparations at any of the following stores:

- | | | |
|----------------------------|------------------------------|----------------------------|
| DEPARTMENT STORES | WEST SIDE DRUG STORES | NORTH SIDE |
| The Brandeis Stores | Harvard Pharmacy, | Adams-Haight Drug Co., |
| Burgess-Nash Co. | 24th and Farnam Sts. | 24th and Lake Sts. |
| Hayden Bros. | H. S. Kink, | Adams-Haight Drug Co., |
| Thos. Kilpatrick Co. | 24th and Farnam Sts. | 24th and Fort Sts. |
| Thompson, Beiden & Co. | C. E. Lathrop, | Danielson Bros., |
| CENTRAL DRUG STORES | 40th and Farnam Sts. | 17th and Cuming Sts. |
| Beston Drug Co., | SOUTH SIDE | Wm. C. Hayden, |
| 15th and Farnam Sts. | Emil Carmak, | 24th and Blaney Sts. |
| Bell Drug Co., | 18th and Williams Sts. | Patrick Pharmacy, |
| 1816 Farnam St. | Ehler's Pharmacy, | 24th and Seward Sts. |
| E. W. Bexton, | 2902 Leavenworth Sts. | Saratoga Drug Co., |
| 12th and Dodge Sts. | Goldman's Pharmacy, | 24th and Ames Ave. |
| Haines Drug Co., | 24th and Leavenworth Sts. | Schaeffer Drug Co., |
| 15th and Douglas Sts. | J. H. Green, | 16th and Chicago Sts. |
| Merritt's Pharmacy, | Park Ave. and Pacific. | J. H. Schmidt, |
| 15th and Douglas Sts. | Greenough & Co., | 24th and Cuming Sts. |
| Myers-Dillon, | Tenth and Pacific. | Seiler Drug Co., |
| 18th and Farnam Sts. | Greenough & Co., | 215 North 25th St. |
| The Owl Drug Co., | Tenth and Hickory. | COUNCIL BLUFFS, IA. |
| 16th and Harney Sts. | Hanscom Park Pharmacy, | Clark Drug Co., |
| Paxton Hotel Pharmacy, | Park Ave. and Woolworth. | Broadway and Main. |
| 14th and Harney Sts. | A. L. Huff, | Geo. S. Davis, |
| Pope Drug Co., | Park Ave. and Leavenworth. | 200 West Broadway. |
| 15th and Farnam Sts. | SOUTH OMAHA | Fricke Drug Co., |
| Sherman & McConnell Drug | D. D. Clark, | Broadway and Sixth. |
| Company, | Melcher Drug Co. | Dell G. Morgan, |
| 16th and Dodge Sts. | C. P. Talbin | 142 West Broadway. |
| Sherman & McConnell Drug | | Wesner & Cowles, |
| Company, | | Willow Ave. and Main. |
| 207 North 14th St. | | White Pharmacy, |
| Unitt-Dockal Drug Co., | | Seventh and Broadway. |
| 17th and Farnam Sts. | | |

Made by Mme. Ise'bell
The World's Famous Beauty Expert
352 No. Michigan Ave., Chicago, U. S. A.